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Vol. 1 No. 4



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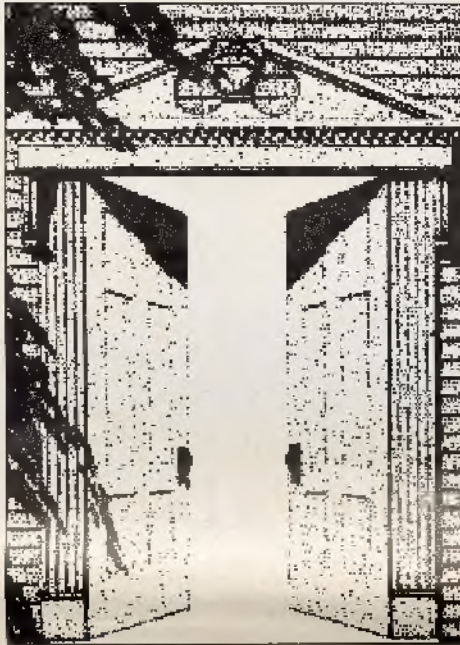
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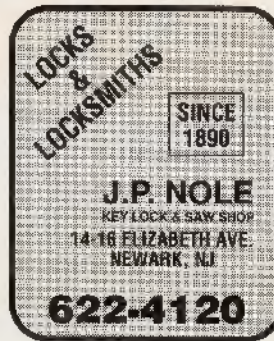
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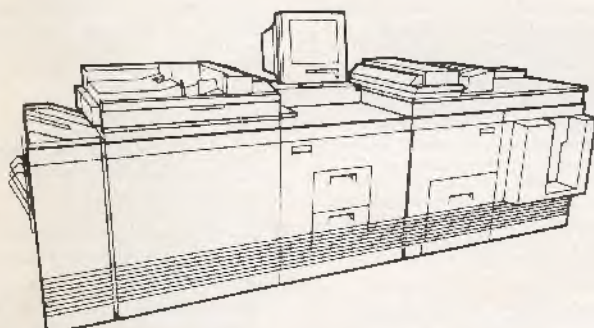
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"Hartz has made commitments to renovate and/or develop several major properties in the City that include more than two million square feet of space"
—Gene Heller, President of Hartz Mountain Industries, Inc.

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On the cover (from left to right): Senator Wynona Lipman, Governor Jim Florio, Gene Heller, President Hartz Mountain Industries, Inc. Photography by Frank Peluso.

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INTRO TO RNI

NEWARK IS ... PARTNERSHIP
RNI IS ... JOINING PUBLIC AND
PRIVATE RESOURCES

Partnership has been key to the major economic resurgence taking place in the City of Newark. The sense of pride, broad vision for the future and general climate of optimism can be attributed to the strong relationship which has been forged between the public and private sector. This effort has been spearheaded by Renaissance Newark, Inc. (RNI) and supported by the active participation and endorsement of the City Administration.

Newark's corporate leaders created RNI in 1980 as a privately funded non-profit economic development corporation charged with the responsibility for devising and implementing an overall framework, strategy and schedule for the economic and physical development of Downtown Newark.

In September 1987, Mayor Sharpe James planted the seed for the unique and successful relationship that exists today between the public and private sectors by appointing RNI's President as the City's Deputy Mayor for Economic Development. The office of the Deputy Mayor provides the strongest link in Newark's history between the City government and business community. The Deputy Mayor also serves as Chairman of the City's Development Team, which is the key decision making body on economic development issues.

Using the combined forces of the City and the private sector, RNI has contributed greatly to the expansion of the economic base of Newark's central business district by initiating, coordinating and negotiating major office, educational, transportation, parking and cultural projects in Newark's downtown districts.

RNI's activities reflect its commitment to forge new partnerships which bring about positive change, growth and economic development for the City. The strategy RNI uses to create partnership is applied to each and every area of RNI's involvement.

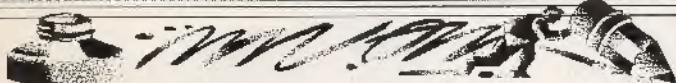
Downtown Development: RNI addresses ongoing concerns about image, appearance, and delivery of public services within three geographically unique areas of downtown through its affiliate corporations: Center City Development Corporation (CCDC), Washington Commons Development Corporation (WCDC) and Government Center Development Corporation (GCDC).

Policy Making: RNI addresses critical policy issues which have direct bearing on downtown revitalization through its affiliate task forces and councils such as the Downtown Transportation and Parking Task Force and Downtown Security Task Force.

Planning: RNI stimulates multi-block development throughout Newark's central business district by preparing plans for specific geographic areas to make downtown Newark a stronger magnet for businesses and new jobs and to create a climate more conducive to development by providing assistance to developers seeking to build in Newark.

Image Building: RNI undertakes public relations and media efforts which help to change the image and appearance of the central business district through distribution of promotional literature and the planning of public events.

Major Economic Development Projects: RNI promotes and advocates major economic development projects by initiating proposals and taking leadership positions to steer the project from inception through implementation. **RNI**



POINT OF VIEW

SPECIAL IMPROVEMENT DISTRICT—A MECHANISM TO SUPPLEMENT CITY SERVICES

BY EVERETT SHAW

President, RNI and Deputy Mayor of Economic Development, City of Newark

Our city's growth physically and economically over the last four years is unparalleled in its long, distinguished history. Renaissance Newark Inc. has been at the forefront of this movement and at this time is proposing another initiative to help ensure continued growth.

There are two basic services that warrant our special attention. These are measures that must be taken to ensure the safety and security of those who use our downtown, and the cleanliness of the streets, walkways, parks and other public spaces used by the public.

Universally, the demand level for these services far exceeds local government's financial ability to provide for them. To achieve the level of security and cleanliness that our downtown needs, it is imperative that the private sector develop the equitable means of supplementing the existing publically provided services. Nationally, hundreds of cities and towns have acknowledged this gap. The vehicle most commonly used to close this gap is called a Special Improvement District (SID).

The SID is a concept recognized as being an enormously effective tool in revitalizing downtowns. SIDs are used by virtually almost every large urban center in the country to finance the costs of increased essential services including a guaranteed police response, more foot patrols, and street, sidewalk and park clean-up. They permit a higher level of services than city government can provide alone. A SID has the capacity to provide these services because it is a means of self help through self assessment; that is, members of the business community agree to support the costs of increasing the levels of services that will supplement but not replace the efforts and resources of local government. The amount of the assessment and how it is expended is determined solely by the business community involved. The management board of the SID is comprised of representatives of the business community and is responsible for setting priorities, developing a budget, hiring employees and administering the programs. The creation of a SID requires the favorable action of the City's Common Council.

One of the major factors for the success of SIDs is that private sector management and professionalism is utilized to provide enhanced services. In New Brunswick and Trenton, the SID revenues are used to hire off-duty police officers to provide additional security and do regular litter pick-up and trash removal. In New York City the Grand Central Partnership SID embodies a comprehensive package of initiatives including matching state funds to clean up and renovate the Grand Central Station Building and increase the availability of security and retail opportunities both inside and out.

RNI has formed a Special Improvement District Task Force that is working to develop a workable plan for a SID in downtown Newark and plans to complete its work by mid-January. Once the work has been completed, it will generate a great deal of discussion.

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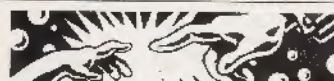
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Mayor Sharpe James and Pageant founder Dan McGill with Sherry Yancey.



MAKING A DIFFERENCE

"Miss Newark" Reigns

By Mary Allison Elston

Sherry Yancey is a young woman who knows how to set specific goals—and how to achieve them. Picking up a newspaper one afternoon, she read about the Miss Newark Pageant. "I was so excited when I found out they were looking for someone with BRAINS, not just beauty," she said,

"the deadline to enter had already passed, but I said to my mom, next year, I am going to be in that pageant!"

Not only was she "in the pageant," but Sherry Yancey was crowned Miss Newark on June 9, 1990. An accomplished pianist and violinist, the South Ward resident graduated from Newark Arts High School in 1984. She is currently an honors student at the Bi-Lingual Institute for Business Studies where she is majoring in legal word processing.

"School is an ends to a means as I like to say. I won't let anything deter me from completing my education," she said, "and being Miss Newark will help me to deliver that message to other young people."

According to Dan McGill, president of Gold Leaf Productions, and Pageant founder, the Miss Newark Pageant focuses on, and rewards, the achievements of Newark youth. Contestants, who must be enrolled in school, are selected on the basis of their academic accomplishments, community involvement, poise, and personality, as well as their ability to represent the diverse Newark population.

"It is important," said McGill, "that we acknowledge the youth of today, because they are our future tomorrow. This pageant is about motivating youth to continue their education. We as adults must take a stand to educate our youth—this starts in the home."

McGill continued by expressing his belief that adults must have the courage to set examples by which children will live; however, he also stressed the tremendous identity that young people derive from their peers, making it equally important to provide a role model from their own age group. The Miss Newark Pageant fulfills that need.

"The Pageant's purpose is to promote pride and dignity in the City and among our contestants themselves. We chose Sherry because she is a beautiful, articulate young lady who can relate to the youth because she is one of them. She has demonstrated great leadership ability in school, church and community activities and serves as a positive example for young men and women throughout our City."

In addition to attending school, Sherry works part-time in the law offices of Raymond A. Brown, Jr. She enjoys working in a legal environment and hopes to continue after she graduates; however, her ultimate goal is to become a teacher. Citing her mother, a teacher at the Morton Street School, as her greatest role model, Sherry said, "I want just one student to be able to say 'You made a difference in my life,' like I know my mother did." She went on to say, "People would tell me how my mother really cared, how she went out of her way—and she was always trying to do something new." As Miss Newark, Sherry will have her first opportunity to "teach" by visiting various schools throughout the City.

"What I would like to tell people as Miss Newark is that we need to have more collaboration between the school board, teachers and students—and businesses and government, too! It seems like everybody's trying too hard to do their own thing and sometimes they end up working against each other. If we don't pay attention to the young kids, then this Renaissance in Newark that we're working so hard for, won't last."

Dan McGill started the Miss Newark Pageant two years ago to "put something back into the community" and to call attention to the positive accomplishments of Newark youth. Sherry Yancey is living testimony to what they're doing right. [R]

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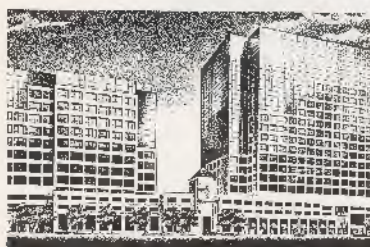
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Salvation Army Builds its Presence in Newark

The notion of utilizing private resources to deal with social problems was a revolutionary concept in 1865. This proposition, set forth by William Booth in a book called, *In Darkest England and the Way Out*, was the basis for the founding of the Salvation Army. Today, this well known organization with its origins in England, operates in 90 countries, with some 10,500 service centers scattered throughout the United States.

Strengthening the presence of the Salvation Army in Newark, is its recently renovated Human Services Bureau, located at 45 Central Avenue. "The recent re-dedication of this building and the continuous expansion of our programs represent our own personal commitment to the revitalization of Newark," remarks Spencer I. Scott, manager of public relations for the organization. Serving Newark since 1880, the Salvation Army reaches out to over 120,000 Newark residents annually.

To many, the most recognizable symbol of the Salvation Army are the huge collection kettles which are manned by volunteers during the holiday season.

The less obvious activities of the group are carried out by a roster of over 700 volunteers, all professionals in their chosen career fields. Businessmen, guidance counselors, doctors, lawyers, municipal welfare directors, school nurses, certified public accountants, police chiefs, ministers, teachers, professional social workers, detectives, public health nurses and funeral directors serve as volunteers providing emergency services to the needy in their community.

This list is augmented during the Christmas and camping seasons to include an additional 2000 volunteers who coordi-

nate and chaperon campers, deliver food baskets to the needy and gifts to those who are confined in hospitals and institutions. In addition, they dress and distribute 6500 dolls and teddy bears throughout the state and coordinate various Christmas kettle efforts.

Examples of Salvation Army outposts in Newark are numerous. The West Side Corps Community Center at 699 Springfield Avenue, is a gathering place for Senior Citizens and teenagers. Its weekly programs include meals, exercise, health care classes and social activities for Seniors. A gymnasium recreational program, tutoring, and correctional programs are offered to teenagers, as are Boy's Adventure Club, Sunbeams and Girl Guards. In the future, the center plans to institute a daily Seniors program, a feeding program to include menu planning and food purchase intended to stretch limited food budgets and an after school day care program.

Work therapy, counseling, recreation, and chapel services are the four elements of the rehabilitation process practiced at the Newark Adult Rehabilitation Center. Located at 65 Pennington Street, the 135-bed drug and alcohol rehabilitation center is also operated by the Salvation Army. The center has recently completed a new work therapy warehouse and loading dock facility, and is currently undergoing interior renovations. Strictly limited to men in the past, the center will add a women's rehabilitation program in the future.

A well known establishment in the neighborhood is the Ironbound Boys and Girls Club at 17 Providence Street. Programs include soccer, hockey, basketball, cooking, arts and crafts and character building. Adult activities include an industrial basketball league, soccer league and volleyball. Senior programs also co-exist within this setting. Accessibility to the center is increased by having transportation provided on a daily basis. Currently underway is the planning of a 30 child pre-school day care program to increase employment opportunities for single parent families in Ironbound.

The Salvation Army dedicated its newest center in the state this summer, at

138 Clifford Street in Newark. This facility was developed specifically to meet the needs of Newark's growing hispanic population and is known as the Newark Temple Corps Community Center. The impetus for the center began in 1988 with the appointment of an Hispanic outreach coordinator. The resulting extensive renovation to 138 Clifford Street now provides office, classroom and activity space in Newark's Ironbound section.

Al Wickens, a retired Mutual Benefit Life employee who has been involved as a volunteer with the Salvation Army said, "My work with the Human Services Bureau allows me to see more closely how the Army contributions are used especially for individuals and for families. Having been a part of community relations with Mutual

Benefit Life for many years, that is important to me; you see the experiences people bring to the Army's doorstep, and how well private funds are used to provide for them."

According to Scott, the Salvation Army has been traditionally known for its work in areas where other agencies had no interest. "We face severe social problems today. We focus on services for the homeless, on incarcerated mothers needing desperately to reaffirm their role in the family structure, and on juveniles requiring correctional programs. In many cases, we fill the void where there are very limited services and resources available for these groups. If we can improve the quality of life of these people, we are meeting our mission not only to individuals, but to the city as a whole."

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Look who we caught reading the *Renaissance Reporter*. Newark's Senator Wynona Lipman and Newark's Congressman Donald Payne.



NEWARK ON THE MOVE



From left to right, RNI President, Everett Shaw, Senator Frank Lautenberg, Mayor Sharpe James and Mutual Benefit Life's President & CEO and RNI Chairman Henry E. Kates at I-280 Press Conference.

Improved Access From I-280 Directly to Central Business District Gains Momentum

Improved commuter access from Route I-280 to downtown Newark will result from a \$3.5 million preliminary engineering and design grant, sponsored by Senator Frank R. Lautenberg (DNJ), Chairman of the Subcommittee on Transportation Appropriations, which was recently approved by Congress.

The proposed improvement, known as the I-280 Connector, stemmed from recommendations of a year-long study by Renaissance Newark Inc.'s (RNI) Downtown Transportation and Parking Task Force.

RNI is the private non-profit agency responsible for the planning and implementation of an overall economic development strategy for the Central Business District (CBD).

Mayor Sharpe James hailed the project as a major accomplishment for RNI's task force, which developed an extensive list of long term transportation improvements for the City. "Today's announcement is a tribute to a group of RNI task force volunteers from the corporate community and Senator Frank Lautenberg who secured the necessary fund-

ing to make this possible. It is one of a long list of projects which is happening as a result of Newark's public/private partnership and Senator Lautenberg's repeatedly successful efforts to secure funding for Newark's vitally needed projects," said James.

At a reception held at Mutual Benefit Life to announce the appropriation, Mutual Benefit Life President and CEO Henry E. Kates, who also serves as RNI Chairman said, "I am extremely pleased that the impetus for this study originated from the recommendations of the RNI transportation task force report. It will take both public and private sector efforts to improve the capacity and conditions of the City's roadways. This is an excellent way to get the process moving."

In announcing the grant, Lautenberg described Newark's transportation network as one of the City's greatest assets. "Newark is at the heart of New Jersey's airport, port, bus, rail and highway networks. The Downtown Connector will make the business district much more convenient and accessible. This project is both an immediate and long term investment. It will not only be an immediate improvement for commuters, but will also serve as an incentive for further economic growth in the future," commented Lautenberg.

Everett Shaw, RNI's president who also serves as deputy mayor for economic development, described the report as the beginning of a long term lobbying effort for more than a dozen major highway and mass transit projects designed to improve access to the CBD. Shaw stressed the importance of the I-280 Connector by saying, "Although Newark is located in the midst of one of the best regional highway networks around, its downtown area is not properly connected to that network. Our business leaders endorsed this project because of the importance of the CBD being quickly and easily accessible from major highways. However, it will be of equal benefit to the City's residential neighborhoods by relieving them of the traffic congestion caused by commuters using neighborhood streets to and from the CBD," said Shaw.

Recent Department of Transportation statistics show that during the peak period of the commuter rush hour, 600 vehicles exiting Route 280 turn left while 1,730 turn right. With the actual rush hours extending three hours in both the morning and evening, this figure is significantly increased.

The preliminary engineering and design study follows the completion of an initial \$700,000 feasibility study, the funding for which was also secured by Senator Lautenberg. Specific components of the new study include proposed roadway design, coordination with the Newark City Subway and an environmental assessment.

"This proposed improvement opens up several other options having the potential to further enhance travelling in and around Newark. These improvements were proposed by the task force to be in the best interest of both the business and residential communities in Newark. They are part of a coordinated program upon which Mayor James has embarked to improve the transportation picture," remarked Shaw. [R]

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Business Briefs

Superior Personnel Inc. & Legal Services



Eunice Wolfson and Debra Davis Ford of Superior Personnel.

Superior Personnel Inc. and Legal Services, located at 2 Washington Place, opposite Washington Park, has been a workforce source for the City's business community since 1988.

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"Superior Personnel is proud to be part of Newark's revitalization by doing our share of providing jobs and job opportunities," concludes Wolfson.

Superior Personnel's office is open 9-5:30, Monday through Friday. For more information, call Debra Davis Ford, vice president of sales at (201) 242-6060.

Accurate Set

Serving clients as diverse as dentists, cosmeticians and podiatrists, Accurate Set, located at 1199 Broad Street, has been in business since 1970.

Accurate Set manufactures alginate, silicones and gypsum which are used in dental related fields, by hospitals and by Ocularists. These materials are used in hospitals for special surgery, in nail sculpturing and for castings and removers. Accurate Set produces 46 diversified products.

According to Cornell Adams, who is Accurate Set's owner with his wife DeJuanne, the company's philosophy is to provide a quality product at an affordable price with friendly service as an extra.

"Since our market is world-wide, Newark has an international airport, seaport, major arteries such as the NJ

Turnpike, I-78, and the Garden State Parkway, which gives it prerequisites for being a great City to do business in," concluded Adams.

Accurate Set's business hours are from 9:00 a.m. to 5:00 p.m. They can be reached at 824-0610 for further information.



Cornell and DeJuanne Adams with Accurate Set employees.

Essex Computers



Anil Bansal and Karen Lindsley of Essex Computer.

One of Newark's bright new businesses, Essex Computers Inc., opened its doors on the lower level of Gateway One in April of 1990.

An authorized Apple Macintosh dealer, Essex Computers Inc. is a part of Connecting Point Computer Centers, Inc., a nationally recognized chain with over 350 locations.

Its staff of trained sales professionals specialize in the sale of microcomputer systems to the corporate market place, as well as small and mid-size businesses.

"Our superior level of technical expertise is geared toward providing customers with unmatched quality in terms of installation, training, service, networking and support," according to Essex Computers' Karen Lindsley. "We're a full-service dealership as opposed to someone who just sells the computer. We offer training and all on-going support services."

"With a specific thrust in desktop publishing, utilizing programs like Quark and Adobe Illustrator, and a full spectrum of software, specific to the legal market, Essex Computers will provide client companies in every industry with total business solutions for their computing requirements."

Essex Computers is located in One Gateway Center and is open Monday through Friday from 9:00 a.m. to 6:00 p.m. (appointment suggested). Please contact Karen Lindsley at (201) 622-3020 for further questions.

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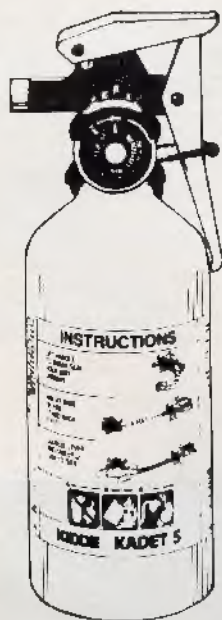
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"Tomorrow's Protection Today."



Stephen Kukan, CCDC Chairman, Dean Meyers and Roger Costello of Microtalk and Newark City Council President Ralph Grant.

CCDC Salutes Graphics Firm, State of NJ and Developer

The Center City Development Corporation (CCDC) recently presented its annual Distinguished Service Awards in recognition of the outstanding contributions of an individual, a small business and the State Government toward the continued growth and development of Newark's central business district.

Stephen Kukan, General Manager-Area Development for PSE&G, who serves as CCDC Chairman said, "Over the past three years, RNI has recruited hundreds of downtown employees, major landlords, residents and small business people to become involved in improving the City. Today, we are pleased to recognize those who have made significant contributions over the past few years, and have consistently played invaluable roles in the accomplishment of CCDC objectives since its inception."

Honors were presented by City Council President Ralph Grant to Dean Meyers and Roger Costello of Microtalk, Michael Rachlin of Rachlin & Company and Robert Harding of the State Department of the Treasury. Microtalk, a computer consulting, typesetting and graphic design company was cited as being a CCDC member since its inception and for the outstanding informational and promotional materials it has produced for the CCDC over the years. Microtalk began as a home grown business in 1985 and relocated to its Commerce Street address three years later. Microtalk

owners Costello and Meyers are both Newark residents and are involved in many arts and community activities.

Michael Rachlin accepted the award as a fourth generation Newark businessman. Active in the real estate community since 1905, Rachlin & Company are developers, owners and managers who have been affiliated with 9 and 31 Clinton Street, 17 Academy Street and 200 Washington Street. "Michael Rachlin has continued his family's involvement in, and commitment to Newark through his membership on several CCDC committees. In that capacity, he was instru-



RNI President Everett Shaw, Michael Rachlin of Rachlin & Company and Robert Harding of the Department of Treasury.

mental in designing the Operation Skyline Program to illuminate Newark landmarks, businesses and parks for a safer, more attractive city," remarked Councilman Grant in his presentation to Rachlin. Commenting on the award, Rachlin said, "For many years, I felt as though I was just a voice in the wind. CCDC has given us a forum for our ideas and a mechanism for their implementation."

The third award was presented to Robert Harding, Director of Leasing Services, State Department of Treasury for its role in the Market Square Project. This project will relocate more than 2300 State employees to 707 Broad Street, 153 Halsey, and 31 Clinton Street. Commenting on the State's participation in what marks the first serious planning effort, in more than seven decades, to attract a major employer to this area, RNI President Everett Shaw said, "This project would never have been accomplished without the dedication of the New Jersey State Department of Treasury. The state negotiators, worked with major property owners, examined rehabilitation plans and coordinated with various city agencies. Mr. Harding and Mr. Michael McKittish of the General Services Administration exhibited the highest degree of professionalism and competence throughout the project. As a result of their efforts the first state employees will be moving into 153 Halsey Street this month."

Vivian Diamond, CCDC public relations chairperson described the various programs with which members are involved. "There are several committees actively at work on recommending improvements such as code enforcement, the alleviation of congestion and the creation of signage to better identify cultural and educational institutions and people oriented activities that involve people in everyday city life." Diamond invited anyone who is interested in these types of programs to call CCDC at 430-8000 for further information. CCDC members are small business owners, employers of large corporations, property owners, downtown residents and representatives of local cultural organizations within the Central Business District. ■

GCDC Bill of Rights is Devised to Clarify Downtown Parking Regulations

Parking is an integral part of the City's overall transportation picture. There are many variables which determine parking patterns, such as peak and off-peak usage, short or long-term and shopper parking. The development of an effective parking program depends upon the consideration of all of these variables.

The Government Center Development Corporation (GCDC) has begun three programs to improve the quality and increase the availability of existing parking facilities within the Government Center district's boundaries.

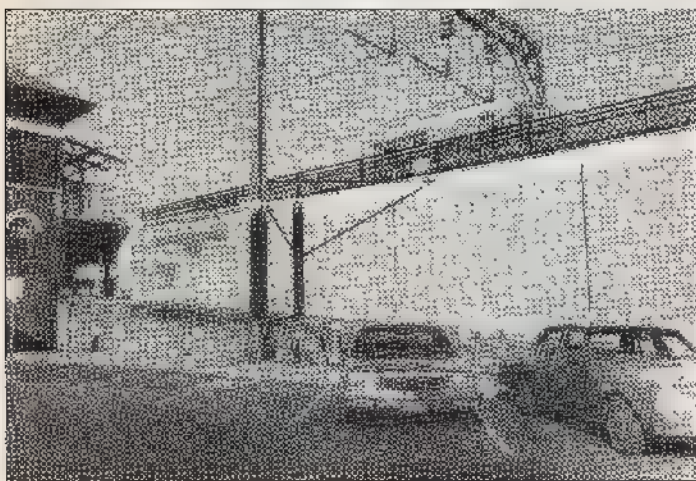
The "Parking Bill of Rights" has been developed to inform downtown employees of the City's regulations governing the maintenance, security, safety and rate structures of parking lots and urge them to report all complaints to the City's office of Land Use Control and to GCDC. This is a partnership of GCDC and the City.

GCDC will seek participation from downtown retailers for a parking validation program to be administered by Edison Parking Corporation. The program will offer the merchants the opportunity to give reduced rate coupons to their customers to

cut their penalty charges in the late afternoon/early evening shopping hours of 3:30 to 6:00 p.m.

GCDC will be identifying sites for increased metered parking for shoppers within the Government Center area which can be used on a short term basis at all hours of the day.

Adequate parking consistently rates high on surveys of services which are desired by downtowners. GCDC members are hopeful that the above-mentioned initiatives will make some headway toward improving parking conditions in the district. ■



The painting of the Broad Street Station mural nears completion.

WCDC Broad Street Station Wall Tells A Transportation Story

A mural depicting Newark's comprehensive transportation network nears completion on an exterior wall of the Erie Lackawanna Broad Street Station. The transformation of the wall into a vibrant graphic representation is the result of a unique partnership between NJ TRANSIT RNI affiliate the Washington Commons Development Corporation (WCDC), the Newark Board of Education, the business community and the Mayor's office.

The inspiration for the mural arose from a WCDC report recommending various improvements to the station. After completion of the report, WCDC leadership requested a joint tour of the station with NJ TRANSIT. According to Henry Bleick, vice president for economic development at NJIT and WCDC chairman, "NJ TRANSIT officials responded immediately to our request to have a first-hand look at the station. Shortly thereafter they announced a million dollar renovation which is now nearing completion. The mural further enhances the physical improvements and can be appreciated by the thousands of commuters who travel through the station each day."

The mural, designed by Jose Gonzalez of the Arts High School, was selected in a competition coordinated by the Newark Board of Education. Students from Arts and Central High Schools submitted 30 entries from which three were chosen for special recognition, in addition to Gonzalez's winning entry. The students were honored at a luncheon held at NJIT and were presented with saving bonds by Jerome D. Cresco, senior vice president of community affairs and government relations at First Fidelity Bank.

Commenting on the mural project, Mayor Sharpe James said, "This contest is a tribute to Newark's fine young artists who have demonstrated their talents and have indicated their hopes for Newark through these murals." James announced that the students would also receive saving bonds from the City.

NJIT President Everett Shaw described the mural project by saying, "Activities such as this underscore the excellent spirit of

cooperation between the City, NJ TRANSIT, the Board of Education and the business community. Representatives of WCDC worked with Board of Education and NJ TRANSIT staff to implement the program, and First Fidelity Bank contributed prize money. It is our goal to continuously foster these types of activities which enhance the appearance, image and security of the downtown."

Kevin O'Connell has been chosen to paint Gonzalez's design on the exterior wall. O'Connell, now an independent contractor, previously worked for Gannett Outdoor Advertising. He was responsible for the painting of a mural of historic sites at the Summit Train Station for NJ TRANSIT. O'Connell uses photographs to reproduce designs on walls or billboards. Work on the Broad Street Station began in late November, with completion anticipated by January of 1991. According to O'Connell, experience has proved that paintings such as this significantly enhance the appearance of the station. "We will be taking an area that detracted from the city and turning it into a vibrant and exciting focus for commuters," remarked O'Connell.

Overall improvements to the station included the construction of a new west bound platform, installation of new canopies on east and westbound platforms, painting of interior spaces and the cleaning of exterior walls and masonry.

Josephine Freyer, who coordinated the effort for NJ TRANSIT described other initiatives resulting from RNI's partnership with her organization. "Shortly after the Broad Street Station project, the Mayor gave structure to our efforts by creating the NJ TRANSIT/CITY Working group. Under RNI's leadership, we are examining other issues of mutual concern."

Efforts similar to those that brought success to the WCDC's Broad Street Station project are being taken by WCDC's sister corporation, Center City Development Corporation at Penn Station. A CCDC report with recommendations for areas in and around the station is being studied by local officials.

Center City Development Corporation



Donald Boos, City Savings Bank

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Government Center Development Corporation

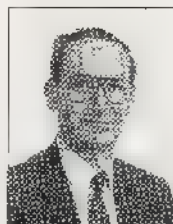


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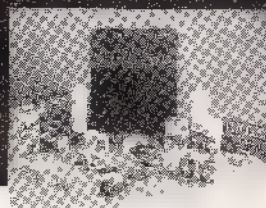
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WINDOW ON NEWARK

By Charles Cummings City Historian



Tanners, curriers, obacemists, mellers, quarry men and blacksmiths were eight of 23 trade groups represented in Newark's first Fourth of July Parade down Broad Street in 1788.

Perhaps the tanners led the parade because leather claims to be Newark's oldest industry. Newark's Puritan settlers brought with them a host of basic skills including the

ability to tan a hide of an occasionally slaughtered cow or occasionally traded pig.

In 1800, the Township of Newark invited Samuel Whitehead of Elizabeth to settle here and to bring with him his trade of shoemaker. Eighteen years later, Newark's first tannery was built at the town's Watering Place. But it was in 1780 that the real origins of the modern industry can be found with the arrival of Moses Combs. Before Combs' arrival, most shoemaking was done in a home or cottage-type industry. It was Combs, often referred to as the father of modern industry, who made the factory the focal point of shoe manufac-

turing. Moses Combs' first successful business venture was with Colonel John Rutherford of South Carolina who purchased 300 pairs of sealskin shoes.

From that time on, orders for Newark-made shoes and leather goods increased at a tremendous pace. Seth Boyden was another important contributor to the local leather industry. He came to town in 1815 bringing with him a leather spring device, and by 1818 had begun a proprietary patent leather which he perfected. In 1822, his profits were \$4,521 and in 1827 they had risen to \$20,341.

Throughout the 19th century, there was

continued evidence of both the strength and progress of the industry. In 1800, Charles Brasham, headmaster of Newark Academy, drew the famous Shoemaker Maps of Newark in which he shows the original town lots, important commercial and government sites in the township, and the famous carriage made with a statement indicating that the shoemaking industry employed approximately one-third of the working population. During the War of 1812, Newark's leather output was further increased by orders for shoes and leather-related goods. In 1818, Seth Boyden was producing patent leather and by 1820, Newark's first industrial census reflected a leather-based economy unmatched anywhere in the United States. Isaac Nichols, the town assessor, reported that Newark's population had climbed to slightly over 8000 people of which 685 were employed as shoemakers, 61 as curriers, 57 as saddic makers, 17 as tanners, 7 as trunk makers, and 3 as Morocco leather dressers. By 1832, nearly two million shoes were being produced annually.

During the great national panic of 1837, Newark's expanding industrial economy was damaged in general, and the leather producers suffered in particular. It was during this time that many local shoemakers moved to New England, however, as the Civil War approached, business returned with renewed vigor. Orders before 1861 and Union contracts as war developed. By 1860, 90% of all American patent leather was made in Newark. In fact, thirty Newark tanneries employed 1064 men with an annual production of over \$3 million. The 1870 Industrial Census reported that figure had risen to \$8.6 million and by 1900 it had reached \$22 million. Now Newark was producing not only fine general leather goods for America, but it was specializing in fancy and ornamental goods not doing kangaroo, kid, buckskin, alligator, sea, horseshoe, reptile, porpoise, walrus and calf. Unusually, tanning had become a Newark specialty and Newark boasted it could handle any hide. At the close of the century in 1893, Martin Dennis added to Newark's leather technology by developing the one bath system of chrome tanning.

The arrival of the 20th century witnessed a change in industrial patterns in Newark, New Jersey and the United States. Cunningham held in 1955 that "New Jersey no longer holds the position of national leather leadership of a century ago, yet it is equally clear that the industry is important, both to the state and to the nation." By 1969, there were still 43 leather producers in Newark, but contemporary newspaper articles were pleading with the states 15 congressional delegates, and the President for the imposing of some trade restrictions on cheap imports from Formosa, Spain, Portugal, France and Hong Kong. Bernard Norlman, city economist and head of the Newark Economic Development Office at that time, pleaded for similar protection for the city's foods processing, rubber and plastics industries. A check of today's telephone book shows a listing of eight leather companies and the NJ Industrial Directory lists 18. While greatly reduced from its prominent role as Newark's leading manufacturing industry, leather still is remembered as Newark's first great industry which continues to contribute to its industrial life today. **EN**

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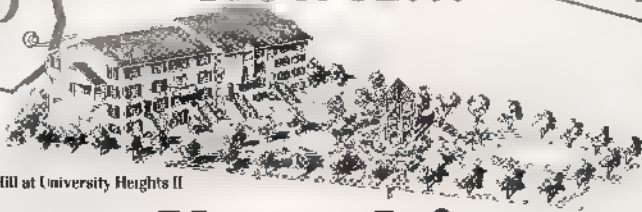


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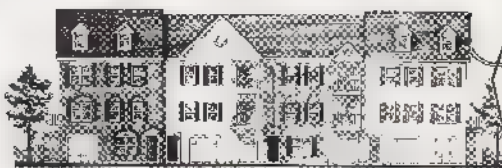
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TASK FORCE REPORTS

James Street Commons Task Force—A Fresh Look at an Historic Neighborhood

Striking contrasts mark Newark's James Street Commons Historic District. The physical components of the district are distinct enough—with a mixture of uses such as the Newark Museum, a major hospital, the main branch of the library, college campuses and architecturally significant landmark buildings.

"I can't imagine a more exciting time to be living in a more diverse and interesting neighborhood," says Susan Bedell, public relations chairperson of the Washington Commons Development Corporation (WCDC), and a James Street Commons District resident. However, from the perspective of Bedell and others working toward the district's revitalization, there are the eyesores such as vacant buildings, empty lots, cracked sidewalks and incompatible uses that are side-by-side with well maintained federal style buildings which have been carefully restored over the years.

In November of 1989, Mayor Sharpe James created a 21 member task force dedicated to the improvement of the district. Henry Bleckicki, vice president for economic development at NJIT who also serves as WCDC chairman and Elizabeth Del Tufo, executive director of the Newark Boys School Chorus were appointed to serve as task force co-chairpersons.

Serving as the impetus for the task force was a report produced by RNI's affiliate, the WCDC. The report is the basis upon which a proposed Master Plan has been developed and is nearing completion. It details major issues impacting the district which are incentives for residential and commercial property improvements, strict code enforcement, a streetscape improvement program, facade improvements and the attraction of new businesses to existing commercial space.

♦ ♦ ♦ ♦

"We believe that our original report sparked renewed interest in this culturally, historically and academically rich district."

Our recommendations to NJ TRANSIT resulted in a million dollar renovation program for the Broad Street Station and was an expression of confidence in the importance of revitalizing the area. This new Master Plan takes up where the report left off and provides specific guidelines to go the rest of the way," says Bleckicki.

The development of commercial signage standards which are geared toward making each sign more useful and communicative to the users and more compatible with the ambience of the area, is also suggested.

Historic reproduction lighting is recommended. Examples of lighting poles and fixtures from other historic districts such as Society Hill in Philadelphia, Pennsylvania, New Bedford, Massachusetts and Madison, New Jersey are illustrated. Lighting, the report states, is a practical solution which



adds to security, enhances appearance and reinforces the historic nature of the district.

The Master Plan also addresses commercial uses in the district. According to RNI President Everett Shaw, "There is an excellent retail mix conducive to an urban economy which operates 24 hours a day." Shaw mentioned several businesses and institutions in the James Street Commons area.

Continued on page 29



To the left: Gail Thompson of the NJ Performing Arts Center Corporation discusses the selection of the Center's architect with Henry E. Kates, RNI Chairman and head of the Architects Selection Committee listens.

Above: Senator Wynona Lipman greets new members of the Mayor's Performing Arts Task Force (left to right): Bruce Lloyd, Director of the Mary Burch Theatre, Richard Probert, School of the Arts, Richard Pevsner of the Ironbound Education & Cultural Center. Also added to the Task Force were Philip Thomas of the Carter Woodson Foundation and Ramon Rivera of La Casa De Don Pedro.

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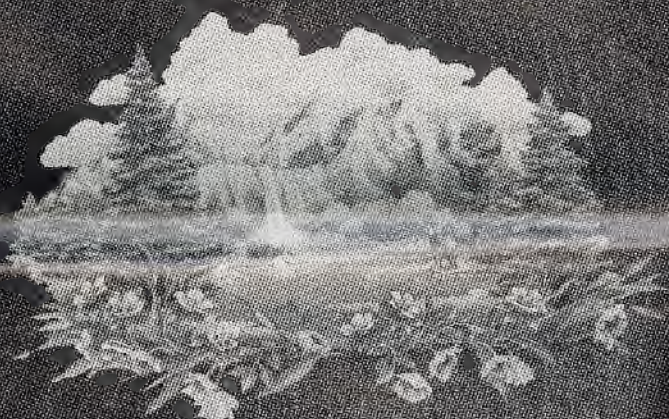
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by Stuart Nachbar

Originating as extensions of adult museums, children's museums sprang up in the city centers at the turn of the century. One of the nation's oldest, the Brooklyn Children's Museum is approaching its 100th anniversary.

However, as theories of child development were advanced by psychologists such as Jean Piaget, the nature of children's museums became more distinctive. The focus changed to provide a setting in which children could question and examine the environment around them.

Piaget's theories were first incorporated into the development of the Boston Children's Museum in 1961, under Michael Spock, son of the noted baby doctor, Dr. Benjamin Spock. Spock's first exhibit focused on "What's Inside" the sliced appliances, baseballs and even a chambered nautilus. The exhibit also featured the "inside" of a modern city street from a parking meter at street level, through the "inside" of a Volkswagen engine down a manhole through a sewer system. Today's children's museums follow much the same theme integrating learning with play.

Although there are 225 children's museums across the country which are focused around history, science, media and nature, others such as the International Toy Museum in San Francisco and the International Museum of Photography in Rochester, New York are more specialized.

Children's Museums—A Place for Brainatoriums, Block Harbors and Mysteries in History

Closer to home, the Newark Museum has a Junior Gallery which youngsters can join for a membership fee of only 10 cents. One prominent feature of the Junior Gallery is a recently re-designed "Mini-Zoo" whose residents are small animals from a wide selection of world habitats and serve as a setting for natural science programs. There is also a planetarium which offers children's programs. New exhibits will include an Egyptian house to help children re-create for themselves how people lived in Ancient Egypt. Junior Gallery activities are also tied to the adult exhibits in the rest of the museum. The museum draws over 350,000 visitors each year, a large portion of them being school groups who visit during the week.

Examples abound of other museums which originated independently from adult museums. The Children's Museum of Manhattan, founded in 1973, began in the basement of a building on the Upper West Side, and moved into an 8,000 square foot storefront. In 1989, it moved into 36,000 square feet of space in a converted Catholic school. Directed at children ages two through seven, the Children's Museum of Manhattan attracts 100,000 people yearly. It features a media center where children can use television equipment to make videos, films and sound tapes, an art studio and the Brainatorium, an audio and video exhibit which describes the thinking processes in the human brain. Like the Newark Museum, the Children's Museum of Manhattan offers out-

reach and education programs for disadvantaged parents and children, children with learning disabilities and teacher training.

The Children's Museum of Staten Island had its beginning in Stapleton in 1974 on the island's North Shore in a 5,000 square foot storefront. Today, the Museum plays an integral part in the redevelopment of an historic landmark on the island's South Shore known as Snug Harbor. The Children's Museum of Staten Island occupies over 20,000 square feet and expects to expand into a second building in the future. Exhibits include "Bugs and Other Insects" which is a visit to the teeming miniature world of insects, complete with a crawl in, person-sized ant home and "Block Harbor", a play space for younger children designed to look like a waterfront setting, complete with a "play boat" as opposed to a play house.

Other children's museums teach children about history. The Children's Museum in Indianapolis, one of the largest and oldest children's museums in the country has an exhibit called "Mysteries in History" where kids can participate in a mock-up of an archeological dig and walk through an 1830 cabin, a fur-trading post and a 1900's Main Street.

Children's museums have been positive contributors to the revitalization of central business districts. For example, Children's Museums in Chicago, Illinois and Lexington, Kentucky are part of mixed-use development proposals.

According to Gail Dexter Lord, a cul-

Continued on page 28



Children's Museum of Manhattan.

1991 NEWARK DISTANCE CLASSIC

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(Warren and University Avenue)

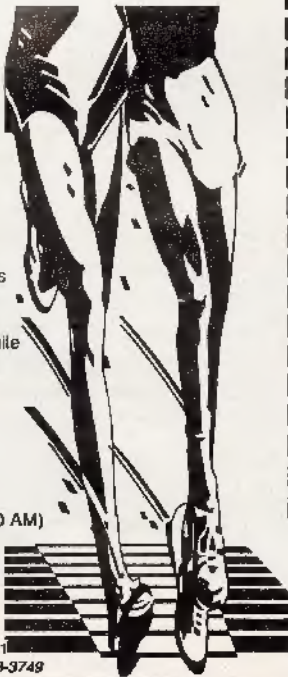
2M free for Newark residents only

Entry fee \$10.00-non-refundable (cash or money orders)

Post entry fee \$12.00 / Pre-entry deadline, February 22, 1991

Race takes place rain or shine / for more information: (201) 733-3749

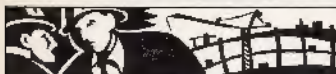
**Sunday
March 10, 1991
2 Mile
4 Mile
20 KM**



CUT AND MAIL TODAY WITH ENTRY FEE TO: DIVISION OF RECREATION / 920 BROAD STREET / RM B-23 / NEWARK, NJ 07102

Registration Form

Last Name	First Name	Age on day of race
Address		Male ☐ Female ☐
City	State	Zip Code
Team Name		Tac #
Home Phone #	Tee-Shirt Size (circle one) S M L XL	
In consideration of your accepting this entry, I, the undersigned, intending to be legally bound, for myself, heirs, executor and administrators, waive and release any and all rights and claims for damages and injury I may have against the City of Newark, N.J. and the Division of Recreation/Cultural Affairs, their agents, servants, successors and all other persons or entities involved in the promoting or staging of the Newark Distance Classic. I attest and verify that I am physically fit and have trained sufficiently for this event to be held on Sunday, March 10, 1991, in Newark, NJ.		
Signature		Parental Consent & Signature required under 18



CITY DEVELOPMENT BRIEFS

Newark: A Brief Business History

By Joel Freiser

While the steel shells of new office towers rise along Raymond Boulevard, how many commuters and residents know the mighty Morris Canal once ran along this street carrying coal from Pennsylvania to a very different Newark over one hundred years ago? Did you know the Newark Subway still runs along the Morris Canal bed as it leaves Penn Station for Broad Street to veer northwest toward Branch Brook Park and Belleville? Even if you

knew the answers, I hope you will still join with me and briefly re-visit the remarkable business history of Newark: your renaissance city.

In 1869 a shortage of elephant tusks drastically reduced the supply of billiard balls in the United States. Enter John Wesley Hyatt, a Scottish immigrant who won a ten thousand dollar reward offered by billiard ball makers; he created a synthetic replacement for ivory by inventing celluloid in the kitchen of his Albany rooming house. The Financiers backed the inventor on the condition that he build a factory in Newark, New Jersey.

Two hundred years of European immigration since its puritan settlement in 1666, the Post Civil War Newark was one of America's most productive and creative manufacturing, transportation, and commercial centers. History was sometimes stranger than fiction, Hyatt's invention of celluloid led to a collaboration with Charles Burroughs and the invention of the first injection molding machine. Soon, a stream of harness buckles, combs and shaving brush handles found acceptance in a growing consumer goods market.

Celluloid gave birth to flexible photographic film by the Reverend Hannibal Goodwin, Rector of Newark's House of Prayer in a chain reaction of invention and

enterprise. Frustrated by easily broken Bible Story slides, Goodwin successfully applies photographic emulsion to celluloid film. Years later, the Eastman Kodak Company compensated Goodwin for his pioneering invention.

Newark's rise to economic power in the late 1800s was preceded by two hundred years of steady growth before reaching its zenith in the early twentieth century around World War I. Its gradual descent from economic dynamo to civil disorder in 1967, and its remarkable renaissance, explains where America has been and suggests where its cities may be going as we approach the twenty-first century.

Newark's settlers were born in England, many were descendants of families persecuted as Puritans under the rule of King Charles I. A band of thirty arrived by boat from Milford, Connecticut in May of 1666 to carve out a Puritan theocracy from the gentle and lush woodlands between the Passaic River westward to First Mountain in East Jersey. A quiet and slowly growing village until the American Revolution, Princeton University began life as the College of New Jersey in Newark under the presidency of Aaron Burr, Sr., appointed minister of the First Church at the age of 21. Their son, Aaron Burr, Jr. was vice president of the United States under Thomas Jefferson and killed Alexander Hamilton in a duel at Weehawken in 1804. With the end of the American Revolution, Newark entered the nineteenth century with men and women, making history by their toil, integrity, intellect and enterprise.

For example, Moses Coombs, minister without a church, began making shoes around 1790 among the tanners near the

Market Street watering place. Quite by accident, he was approached by a stranger from Georgia in 1790 who ordered 200 pairs of sealskin shoes sent to Savannah. The order made a fortune for Coombs and began a 70 year long trading relationship with the South that ended reluctantly with the Civil War. Coombs, an archetype of the Protestant ethic, who manufactured shoes by day, founded the first apprentices to read, write and add by night while preaching to them on Sundays. But Newark's future would prosper with many willing hands, building factories and roads, rails, canal, sea, and air links to the four corners of the earth, during the three hundred years following the arrival of the Milford Puritans.

As the nineteenth century dawned, the New Jersey Legislature chartered the building of a 64-foot wide road from Newark to Paulus Hook on the Hudson River. A lottery was held with a \$5,000 prize to raise the capital for the project. By 1826, 1,100 people with 100 mules, were constructing the Morris Canal for Pennsylvania coal to reach Newark in 1831. The city's strategic location was further acknowledged in 1836 when Congress designated Newark as an official port of entry to receive foreign ships, and clear ships bound for foreign ports.

Although dozens of merchants, capitalists, and manufacturers made fortunes in Newark, employing tens of thousands of immigrants during the 1800s and early 1900s, it was the inventor-entrepreneur who today still captures our imagination. Four persons exemplify the American inventors of Newark, who planted their ideas in its fertile soil to enjoy a rich harvest, in their lifetime. They are Seth Boyden, Thomas Alva

Continued on page 29

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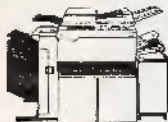
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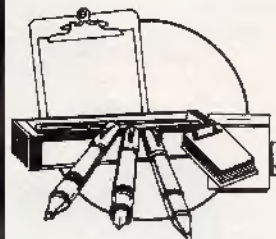
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by Stuart Nachbar

Originating as extensions of adult museums, children's museums sprang up in the city centers at the turn of the century. One of the nation's oldest, the Brooklyn Children's Museum is approaching its 100th anniversary.

However, as theories of child development were advanced by psychologists such as Jean Piaget, the nature of children's museums became more distinctive. The focus changed to provide a setting in which children could question and examine the environment around them.

Piaget's theories were first incorporated into the development of the Boston Children's Museum in 1961, under Michael Spock, son of the noted baby doctor, Dr. Benjamin Spock. Spock's first exhibit focused on "What's Inside" the sliced appliances, baseballs and even a chambered nautilus. The exhibit also featured the "inside" of a modern city street from a parking meter at street level, through the "inside" of a Volkswagen engine down a manhole through a sewer system. Today's children's museums follow much the same theme integrating learning with play.

Although there are 225 children's museums across the country which are focused around history, science, media and nature, others such as the International Toy Museum in San Francisco and the International Museum of Photography in Rochester, New York are more specialized.

Children's Museums—A Place for Brainatoriums, Block Harbors and Mysteries in History

Closer to home, the Newark Museum has a Junior Gallery which youngsters can join for a membership fee of only 10 cents. One prominent feature of the Junior Gallery is a recently re-designed "Mini-Zoo" whose residents are small animals from a wide selection of world habitats and serve as a setting for natural science programs. There is also a planetarium which offers children's programs. New exhibits will include an Egyptian house to help children re-create for themselves how people lived in Ancient Egypt. Junior Gallery activities are also tied to the adult exhibits in the rest of the museum. The museum draws over 350,000 visitors each year, a large portion of them being school groups who visit during the week.

Examples abound of other museums which originated independently from adult museums. The Children's Museum of Manhattan, founded in 1973, began in the basement of a building on the Upper West Side, and moved into an 8,000 square foot storefront. In 1989, it moved into 36,000 square feet of space in a converted Catholic school. Directed at children ages two through seven, the Children's Museum of Manhattan attracts 100,000 people yearly. It features a media center where children can use television equipment to make videos, films and sound tapes, an art studio and the Brainatorium, an audio and video exhibit which describes the thinking processes in the human brain. Like the Newark Museum, the Children's Museum of Manhattan offers out-

reach and education programs for disadvantaged parents and children, children with learning disabilities and teacher training.

The Children's Museum of Staten Island had its beginning in Stapleton in 1974 on the island's North Shore in a 5,000 square foot storefront. Today, the Museum plays an integral part in the redevelopment of an historic landmark on the island's South Shore known as Snug Harbor. The Children's Museum of Staten Island occupies over 20,000 square feet and expects to expand into a second building in the future. Exhibits include "Bugs and Other Insects" which is a visit to the teeming miniature world of insects, complete with a crawl in, person-sized ant home and "Block Harbor", a play space for younger children designed to look like a waterfront setting, complete with a "play boat" as opposed to a play house.

Other children's museums teach children about history. The Children's Museum in Indianapolis, one of the largest and oldest children's museums in the country has an exhibit called "Mysteries in History" where kids can participate in a mock-up of an archaeological dig and walk through an 1830 cabin, a fur-trading post and a 1900's Main Street.

Children's museums have been positive contributors to the revitalization of central business districts. For example, Children's Museums in Chicago, Illinois and Lexington, Kentucky are part of mixed-use development proposals.

According to Gail Dexter Lord, a cul-

Continued on page 28



Children's Museum of Manhattan.

1991 NEWARK DISTANCE CLASSIC

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If you're a Newark resident, there is a 2-mile fun run. However if you're a serious runner, there is the four mile race or the ultimate! the 20K.

There are eight age categories for the four mile and the 20K races.

14 and under

15-19

20-29

30-39

40-49

50-59

60-69

70 and up

Post Entries closes at 9:00 AM sharp (first race - 9:30 AM)

So join us on March 10, 1991 at the

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Registration Form

Last Name First Name Age on day of race

Address Male ☐ Female ☐

City State Zip Code 20K ☐ 4 Mile ☐ 2 Mile ☐

Team Name Tac #

Home Phone # Tee-Shirt Size (circle one) S M L XL

In consideration of your accepting this entry, I, the undersigned, intending to be legally bound, for myself, heirs, executors and administrators, waive and release any and all rights and claims for damages and injury I may have against the City of Newark, N.J. and the Division of Recreation Cultural Affairs, their agents, servants, successors and all other persons or entities involved in the promoting or staging of the Newark Distance Classic. I attest and verify that I am physically fit and have trained sufficiently for this event to be held on Sunday, March 10, 1991, in Newark, NJ.

Signature Parental Consent & Signature

required under 16